Heath Weaver heath.weaver@remote-executive.com

With over two decades of experience, Heath has honed a versatile skill set that bridges technical expertise with strategic leadership. Known for driving innovation and efficiency, Heath's career reflects a consistent ability to adapt and excel in dynamic environments, making a significant impact in every role undertaken.

Career

Personal project to explore AI at EmailsandDeals.com
2024-Aug – 2024-Dec | Brussels

- Led the design and implementation of a fully automated AI-powered platform, processing 11,500 emails with 95% accuracy, showcasing superb communication skills in managing complex projects.
- Developed and optimized 12 Python microservices for email processing, improving deal extraction accuracy from 80% to 95%, demonstrating a data-informed approach to marketing technology.
- Refactored backend systems to reduce page load times from 18 seconds to under 1 second, enhancing user experience and system reliability, aligning with MarTech industry standards.

Managing Director at Essence of Email Agency
2019-Jun – 2024-Mar | Remote (US Clients)

- Led larger and diverse marketing sub-teams, directly managing up to 50 employees, enhancing team organization and motivation, which improved client satisfaction by 10%.
- Overhauled customer segmentation and email strategies, leveraging expert knowledge of owned and paid channel strategies, resulting in a 34% boost in client revenue.
- Implemented AI-powered solutions like Custom GPTs for copywriting, balancing a data-informed approach with the art side of marketing, saving 6% annually while enhancing customer satisfaction.
- Developed LinkedIn and cross-channel lead generation strategies, showcasing superb communications skills, and gained 6 clients in under 3 months.

VP of Marketing at Trilogy Software
2018-Mar – 2019-Jan | Remote (US Timezone)

- Led larger and diverse marketing sub-teams in developing marketing assembly lines for 15 SaaS products, enhancing sales enablement and ABM strategies.
- Balanced a data-informed approach with the art side of the marketing craft by creating ABM content for DNN, focusing on partner and developer ecosystem enhancement.

Managing Partner & Co-Founder at Retorica & The Specialists Agency
2013-Jul – 2017-Jul | Remote

- Led a diverse marketing sub-team in developing and implementing multichannel e-business strategies for clients like Motorola and Virgin Wines, enhancing their digital presence and engagement.
- Directed the digital growth-hacking division, focusing on startups and small businesses, by optimizing digital presence through advertising, email, and websites, leading to improved client business growth.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

• Led diverse marketing sub-teams in developing and implementing a multichannel e-business strategy, resulting in a 75% revenue increase and a 40% reduction in customer churn.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

2007-Jun – 2010-Feb | Brussels

• Led larger and diverse marketing sub-teams across 16 European countries, aligning search activities with local strategies to achieve a 103% lift in search traffic year-on-year.
• Balanced a data-informed approach with the art side of marketing by developing a testing framework via SEM, identifying best-performing value propositions and reducing ad costs by 5% while increasing sales.
• Expertly managed owned and paid channel strategies, coordinating Pan-European search campaigns that secured top 5 listings for high-volume keywords, significantly boosting direct sales by 300% over three years.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

• Led worldwide profitability analysis initiatives, enhancing granular insights by country/product/dealer, directly contributing to NIBT growth and operational profit turnaround from 0% to 5% in 3 years.
• Streamlined financial processes through automation, reducing monthly workload by 4 days and staff requirements, while achieving weekly financial closes, saving 160+ hours annually.
• Partnered with Sales & Marketing to develop profitability management frameworks, increasing revenue by 300% while reducing costs by 5%, demonstrating a data-informed approach to marketing and financial strategy.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

• Automated reporting using Excel VBA (Macros), enhancing management productivity and supporting strategic decision-making with accurate, timely financial insights.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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